



Exploring the Effects of the Tour de France 2024 on Tourism

(Spotlight on Florence & Nice)

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All Italian cities along the tour route see prices rise, except for one

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Introduction

The Tour de France needs little to no introduction.

Renown as one of the most prestigious and gruelling cycling races globally, this iconic event began in 1903, and unfolds over three weeks across France and occasionally its neighbouring countries.

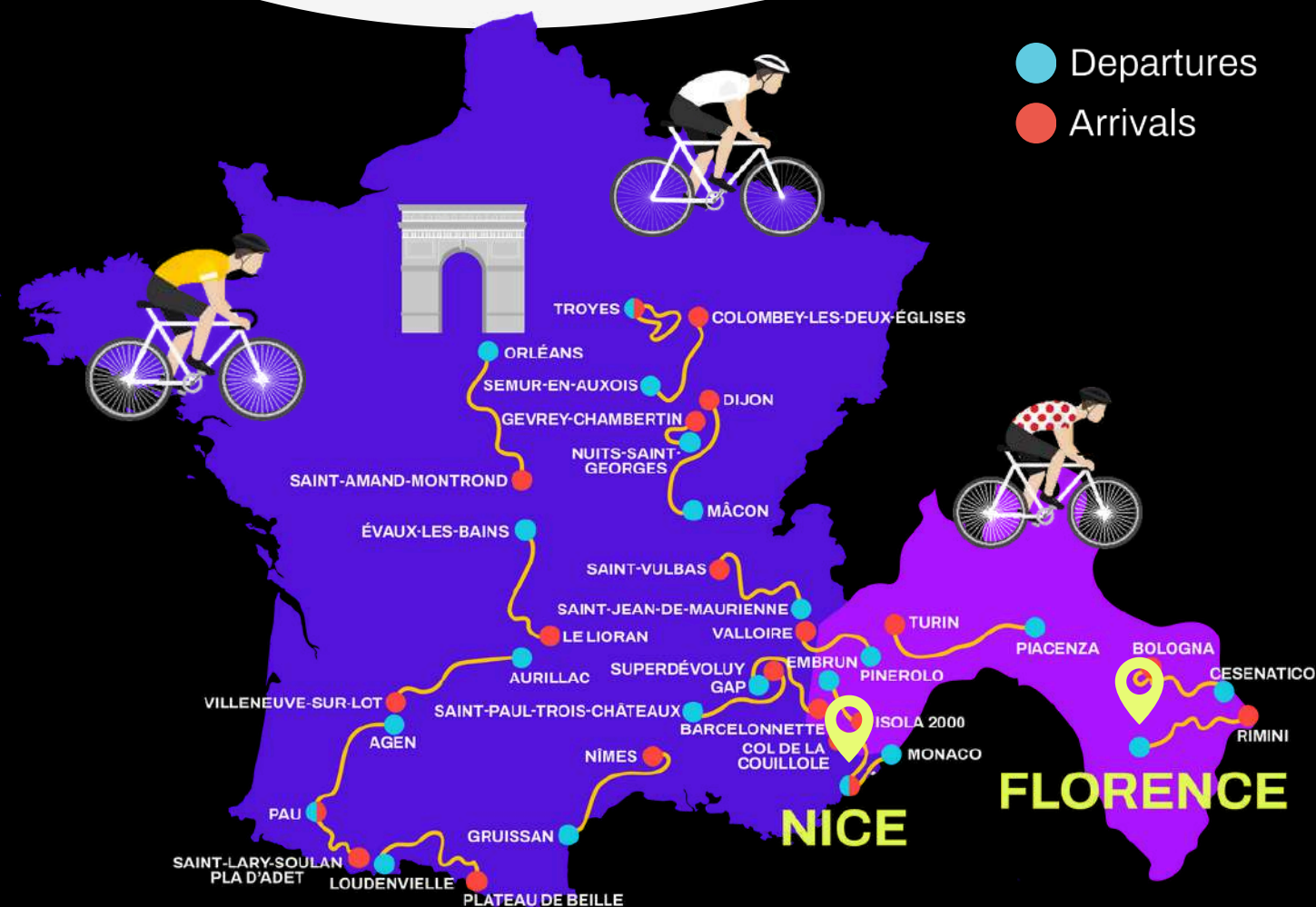
In 2024, the Tour de France will commence in Florence, Italy, marking the first time the race begins in this country. This 111th edition will cover 3,492 kilometres and a staggering 52,000 metres of elevation gain. For the first time, the finish line will be in Nice, bypassing Paris — due to preparations for the Paris 2024 Olympic and Paralympic Games.

Starting on June 29, the Tour de France will span 23 days, including two rest days. Riders will tackle two individual time trials, four mountain-top finishes, and, for the first time, challenging gravel sections. The race will conclude in Nice on July 21.



Naturally, the race draws top cyclists from all around the world, all vying for the esteemed yellow jersey awarded to the overall leader.

But it attracts cycling enthusiasts from all over the world too.



The Tour de France and tourism

Big events draw an impressive number of tourists.

Whether it's a sports competition, a music festival, or a cultural celebration, these events offer unique experiences that people travel far and wide to witness.

The Tour de France is a prime example of an event that attracts large crowds. As one of the most prestigious cycling races in the world, it draws sports enthusiasts eager to see elite athletes compete.

Especially in the opening and closing ceremonies of the Tour de France, cycling fans can immerse themselves in the excitement and atmosphere, meet the riders, and witness the beginning and end of this iconic race.

The race's route through picturesque Italian and French countryside, charming villages, and iconic landmarks helps too. Attendees can enjoy scenic locations, cultural performances, and gain exclusive insights into the race, making these ceremonies a memorable highlight for any cycling fan.

In this guide, we are highlighting the primary impacts that this event will have on key legs of the tour, focusing on fluctuations in the average Online Travel Agency (OTA) rates when compared to the same period last year:

- | | |
|---|---|
|  Florence (departure) |  Piacenza (departure) |
|  Rimini (arrival) |  Turin (arrival) |
|  Cesenatico (departure) |  Pinerolo (departure) |
|  Bologna (arrival) |  Nice (arrival) |



We're taking a closer look at the starting point and endpoint of the tour, Florence and Nice — for which we'll explore their top attractions, favourite hotels, best dining spots, and where most travellers come from and the level of sentiment they've expressed about that particular destination.

To access these insights, we used our all-in-one destination management platform, [D / AI Destinations](#) — which is packed with this data and more to help you remove all the guesswork from destination management.

With this information at hand, we aim to help enhance resource allocation, refine marketing strategies, and address challenges like price fluctuations and high accommodation demand, while tailoring services to visitor preferences and elevating the overall visitor experience and destination success.

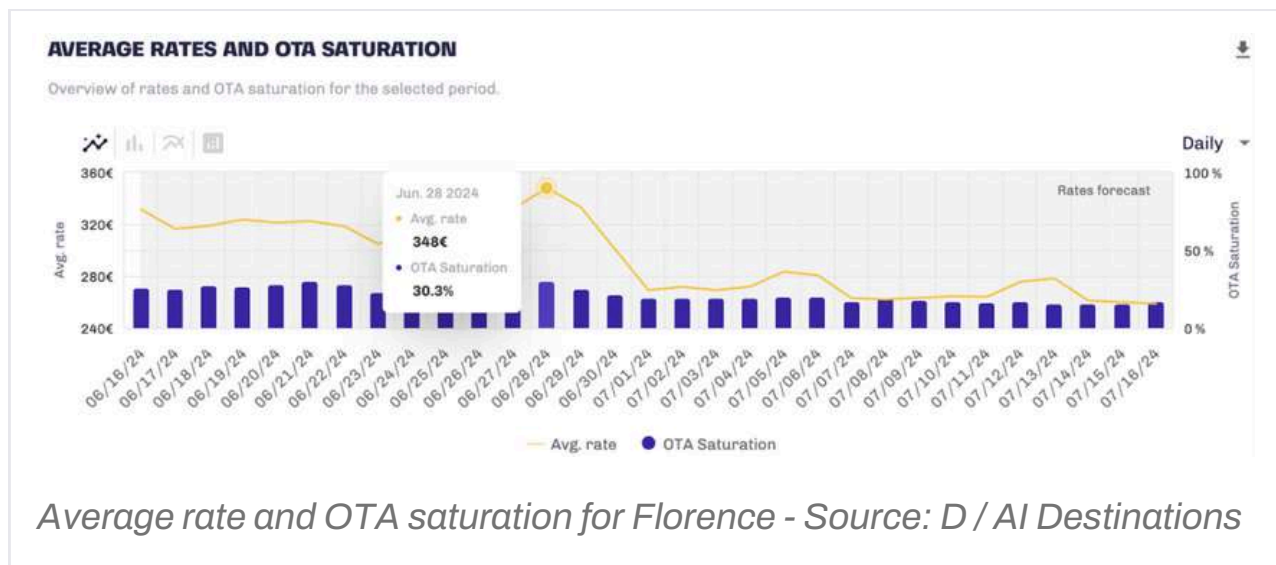
Main findings

- Florence, the starting point of the tour, and Nice, its final destination, boast the highest hotel rates among the dates analysed on Online Travel Agencies (OTAs).
- Every Italian city visited during the tour experiences a surge in price hikes — with one exception
- The highest increases are in short-term rentals
- In Florence, the most popular point of interest (POI) isn't the most visited one
- All of Nice's preferred attractions consist of outdoor locations

01. All Italian cities along the tour route see prices rise, except for one

As the 2024 Tour de France kicks off from Florence on June 29, accommodation prices — for short-term rentals and in the hospitality sector — soar across Italy.

In Florence, prices jump **28.89%**, from **€270 to €348**, reflecting the influx of fans and participants.



Rimini, on the same day, sees a **35.96% increase**, with costs rising from **€114 to €155**.

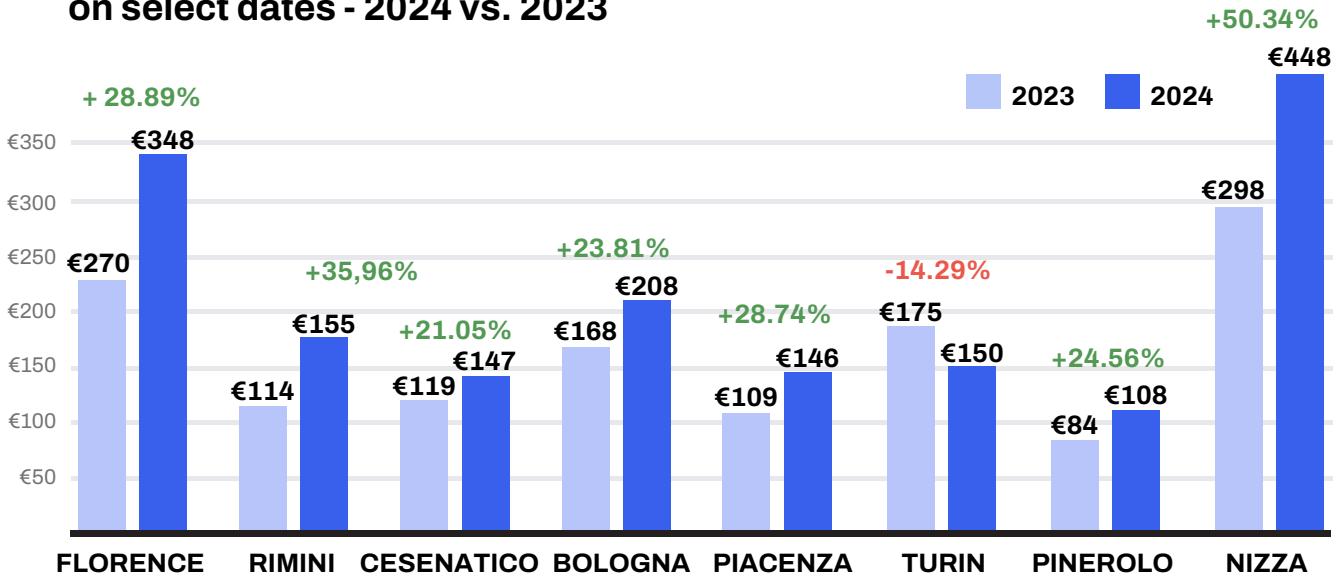
The trend continues in Cesenatico on June 30, with a **21.05% rise** from **€119 to €147**.

Bologna follows with a **23.81% hike**, from **€168 to €208**.

Piacenza, on July 1, experiences a **28.74% increase**, from **€109 to €146**.

However, Turin breaks the pattern on July 1, where **prices drop 14.29%**, from **€175 to €150**.

OTA rates (short-term rentals + hospitality) on select dates - 2024 vs. 2023



This anomaly is due to the fact that on the same dates in 2023, Turin hosted a major music festival, the Kappa FuturFestival 2023, which drove up prices far beyond those seen today for the Tour de France.

In Pinerolo on July 2, prices resume their climb, increasing by **24.56%**, from **€84 to €108**.



AVERAGE RATES AND OTA SATURATION

Overview of rates and OTA saturation for the selected period.



Average rate and OTA saturation for Nice - Source: D / AI Destinations

Despite Turin's exception, the overall trend shows a significant rise in prices along the Tour de France route.

Nice, the final destination, records the absolute highest increase, with prices skyrocketing up to **57%**, reaching **€448 per night**.

02. Short-term rentals lead the list with the highest price increases, reaching nearly 100%

As the 2024 Tour de France commences, short-term rental prices across Italy surge dramatically.

Florence, the departure city on June 29, sees a 37.33% increase in average rates, climbing from **€217 to €298**.

Rimini, on the same day, experiences a 42.24% rise, with prices jumping from **€116 to €165**.

The steepest hike occurs in Cesenatico on June 30, where short-term rental rates skyrocket by 99.35%, soaring from **€57 to €189**.

Bologna follows with a 34.90% increase, from **€149 to €201**.

Piacenza, on July 1, sees a more modest rise of 16.92%, with rates increasing from **€94 to €111**.

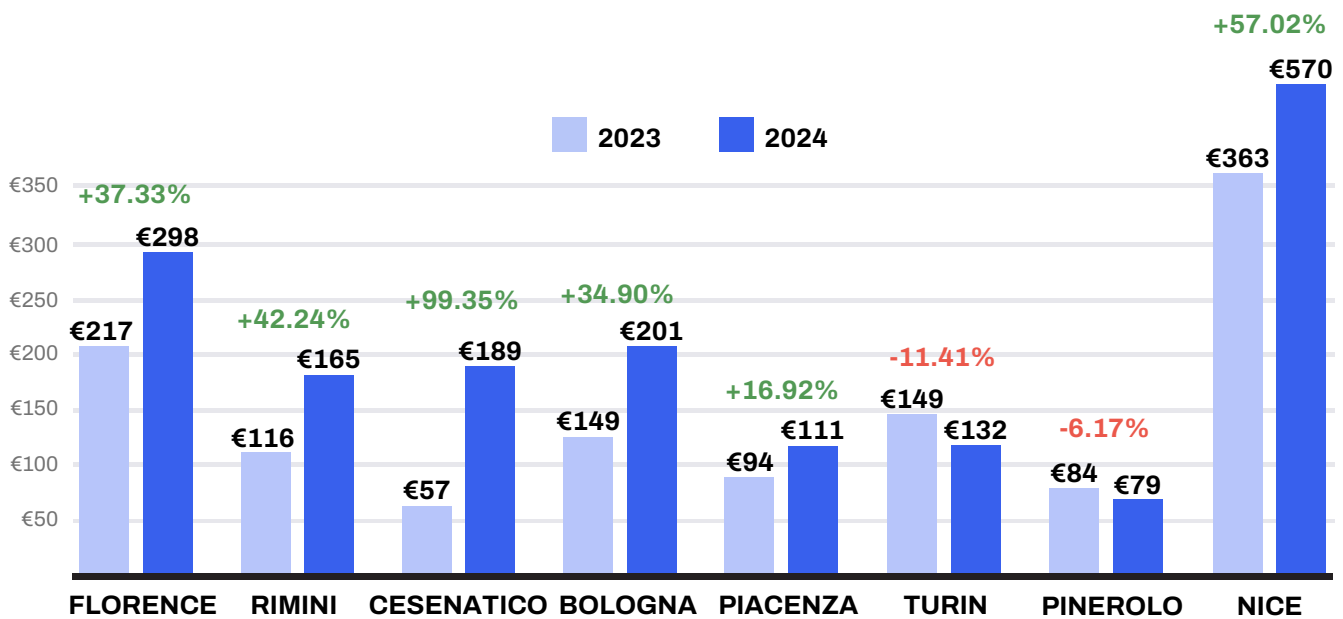
However, not all cities follow this trend.

Turin, on July 1, experiences a decrease in short-term rental prices by 11.41%, dropping from **€149 to €132**.

Pinerolo also sees a slight decline on July 2, with rates falling 6.17%, from **€84 to €79**.

Nice, the final destination of the Tour on July 20, records the most significant increase, with short-term rental prices surging by 57.02%, from **€363 to €570**.

Short-term rental rates on select dates - 2024 vs. 2023



03. Hospitality prices reflect a heightened demand too

The provided data reveals several interesting insights regarding the average rates and percentage changes for short-term rentals and hospitality in various cities during specific dates.

Notably, Nice, being the final stage destination, shows the highest price increases — 48.65% when compared to last year (€440 compared to €296).

Rimini also sees substantial price hikes of 35.96% (€155 compared to €114).

Moderate increases are observed in Florence, with a 26.60% increase (€357 compared to €282), and Piacenza with a slight rise of 31.56%.

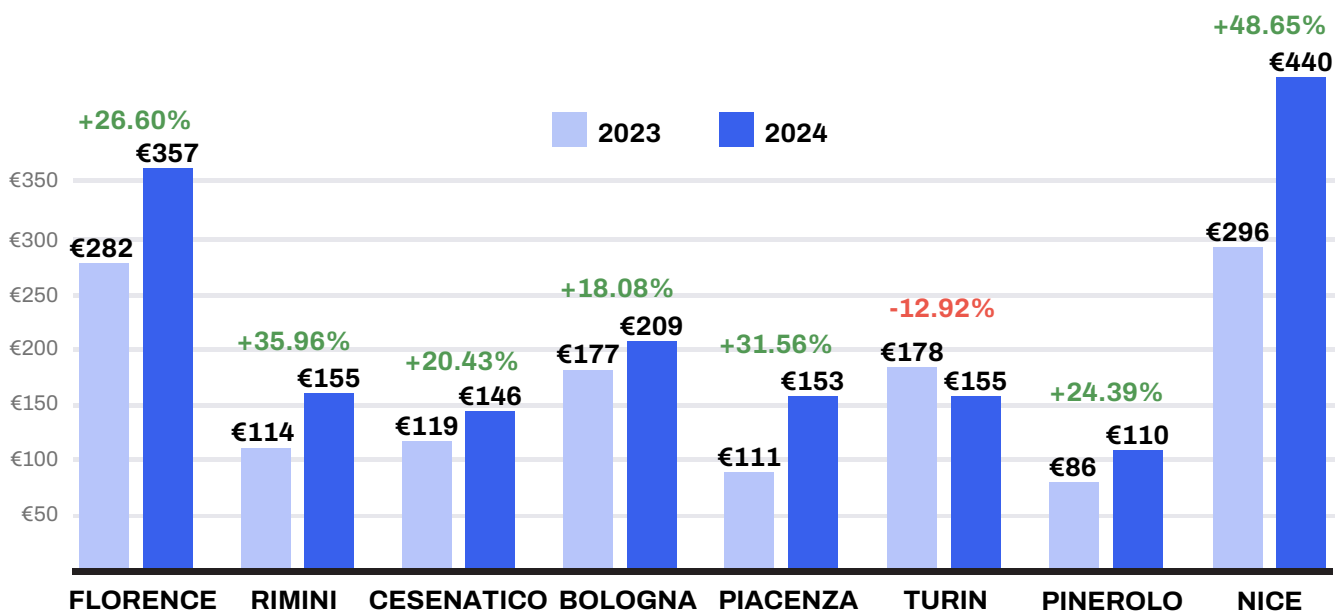
Smaller increases around 20-25% are noted in Cesenatico and Pinerolo, indicating steady but less intense demand (€146 compared to €119 and €110 compared to €86 respectively).



Once again, Turin is the only city with a decrease in average rates (-12.92% for hospitality) going from €178 per night in 2023 to €155 euro this year.

Given that, for most cities, the variation in prices for short-term rentals and hospitality follows a similar trend—either increasing or decreasing by comparable percentages—we can conclude that **both markets respond similarly to demand fluctuations during the event.**

Hospitality rates on select dates - 2024 vs. 2023



Florence



+27%

Hospitality
avg. rate



+37%

Short-term rentals
avg. rate

*compared to the same period in 2023

Nice



+49%

Hospitality
avg. rate



+57%

Short-term rentals
avg. rate

*compared to the same period in 2023

Florence

A blue-tinted photograph of the Florence Cathedral (Duomo) and surrounding cityscape. The cathedral's large dome is the central focus, with its intricate architectural details visible. The city's buildings and rooftops are visible in the foreground and middle ground. The word "Florence" is overlaid in a bold, yellow, sans-serif font across the center of the image.

04. Spotlight on Florence: Leonardo da Vinci Museum tops reviews; US visitors show highest sentiment

July 2024 is set to be a vibrant month for Florence — with 23 events attracting an estimated 607,700 attendees.

In addition to the Tour de France, the Italian city is also hosting the renowned annual music festival Firenze Rocks, which attracts around 250,000 people, and the prestigious fashion event Pitti Uomo, expected to draw an attendance of 30,000 visitors.

While visitors may come to attend a specific event, many extend their stay for a short trip as well.

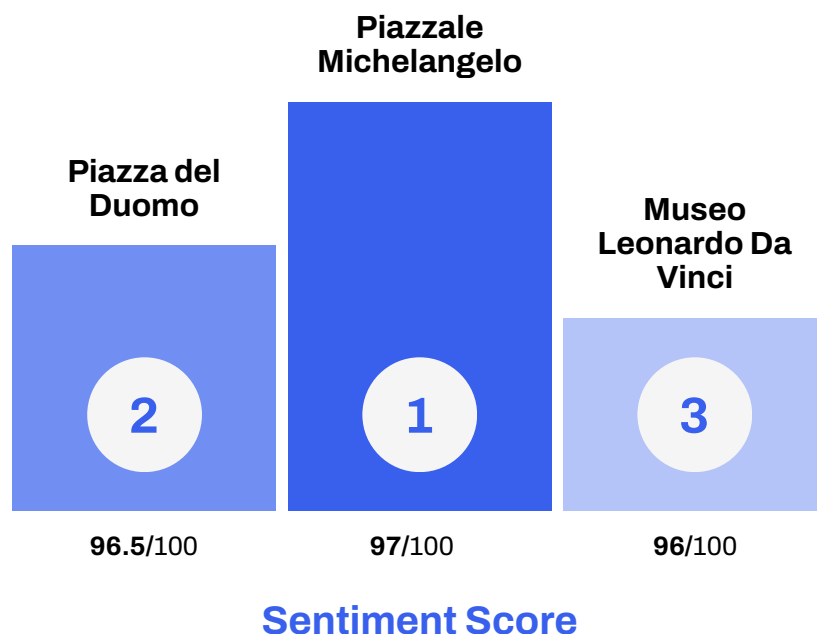
After all, it's hard to pass up a chance to discover the city's rich cultural heritage, admire its stunning architecture, and enjoy its delicious cuisine.

So, where can we expect these visitors to visit and spend the night?



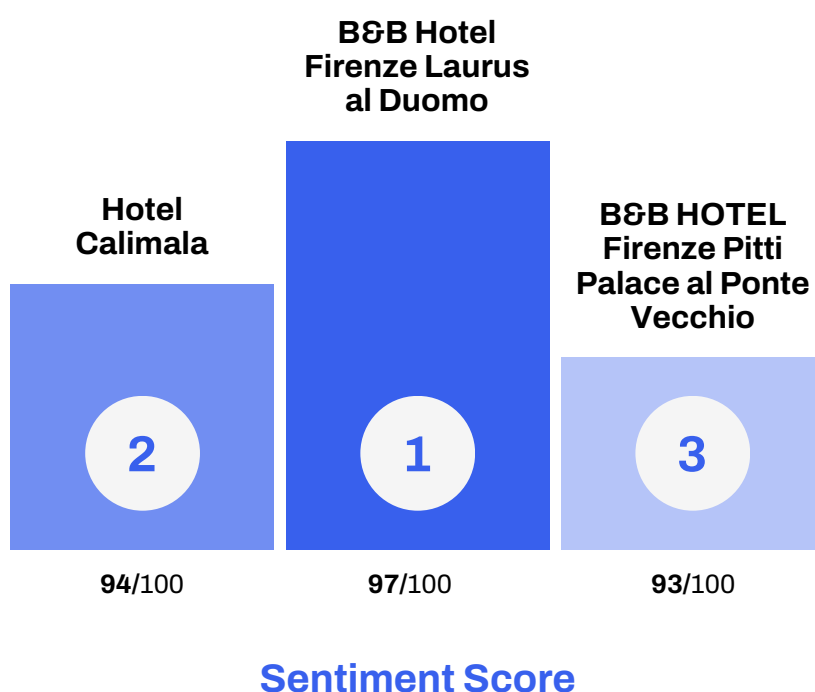
Top attractions over the last six months include:

- 1 Piazzale Michelangelo:** This scenic square emerges as the most appreciated attraction, with an impressive sentiment score of 97/100. Its popularity among Points of Interest (POIs) suggests it is a must-visit destination for tourists seeking panoramic views of Florence.
- 2 Piazza del Duomo:** Another iconic square in Florence, Piazza del Duomo, has garnered a commendable sentiment score of just under 97/100 (96.53). Its central location and historical significance make it a favoured spot among visitors exploring the city.
- 3 Museo Leonardo Da Vinci:** As a renowned museum, Museo Leonardo Da Vinci attracts a large number of visitors, registering the highest popularity index among all three attractions — a score of 132 compared to 126 for both the Piazza del Duomo and Piazzale Michelangelo. With a sentiment score of 96/100, this museum is the top interactive museum in Florence, providing enriching experiences for art and history enthusiasts. Celebrating its 20th anniversary with a 50% discount, it's expected to attract even more visitors.



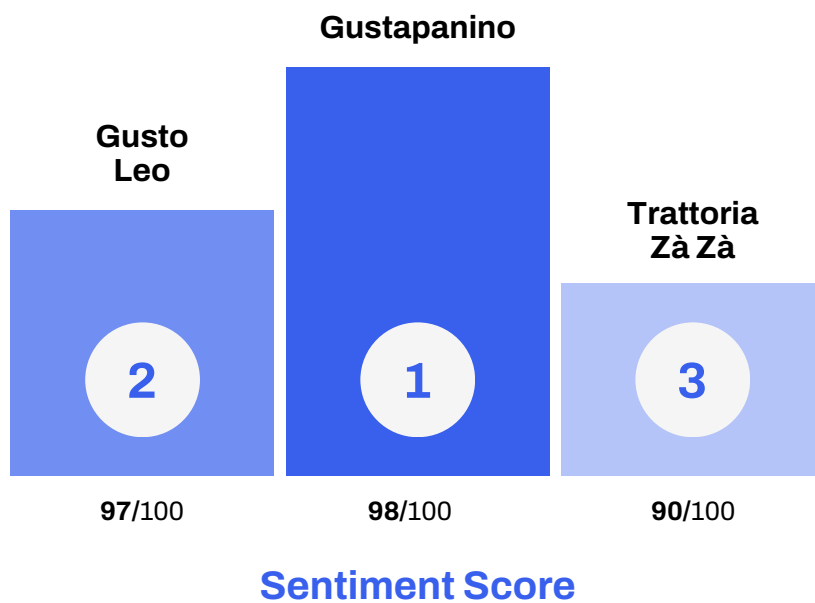
Among the hotels in Florence, three establishments have stood out in terms of positive feedback and popularity:

- 1 B&B Hotel Firenze Laurus al Duomo:** Leading the list with a sentiment score of 97/100, this hotel boasts excellent guest satisfaction levels. Its central location near the Duomo and high POI popularity make it an attractive choice for visitors seeking convenient and comfortable accommodations.
- 2 Hotel Calimala:** With a sentiment score of 94/100, Hotel Calimala offers a pleasant stay experience in Florence. Its favourable reviews and moderate digital traces volume indicate it is a reliable option for travellers seeking quality accommodations
- 3 B&B HOTEL Firenze Pitti Palace al Ponte Vecchio:** This hotel garners positive feedback with a sentiment score of 93/100. Its proximity to the Ponte Vecchio and respectable POI popularity position it as a notable choice for visitors seeking a memorable stay in Florence.



For dining, three restaurants have captured the attention of visitors and garnered favourable reviews:

- 1 Gustapanino:** This restaurant boasts exceptional sentiment scores of 98, indicating outstanding guest experiences. Its popularity among POIs suggests it offers unique and flavorful dining experiences that resonate with visitors, indicating a growing trend of travellers in Italy seeking distinctive on-the-go products.
- 2 Gusto Leo:** With a sentiment score of 97/100, Gusto Leo offers high-quality dining experiences in Florence. Its positive reviews and moderate digital traces volume indicate it is a reliable option for travellers seeking authentic Italian cuisine.
- 3 Trattoria Zà Zà:** With a sentiment score of 90/100, Trattoria Zà Zà stands out as a popular dining destination in Florence. Its diverse menu and central location make it a favoured choice among locals and tourists alike.



We've also analysed the sentiment associated with the nationalities of the teams at the starting line, hailing from 13 different countries: **France, Belgium, Netherlands and United States, Australia, Great Britain, Germany, Kazakhstan, Spain, Israel, Bahrain, Norway, and United Arab Emirates.**

The sentiment from these visitors is overwhelmingly positive, **with Americans showing a score of 88/100, Australia with 86/100, and the UK with 87/100,** all on the sentiment podium.

An aerial photograph of Nice, France, taken at dusk or dawn. The image is heavily filtered with a blue color. In the foreground, several palm trees are visible on the right side. The middle ground shows a wide beach along the coast, with waves breaking onto the shore. The background features a dense urban area with various buildings and a range of mountains in the distance under a dark sky. The word "Nice" is overlaid in the center in a bright yellow font.

Nice

05. Spotlight on Nice: Outdoor experiences are the top attractions; Netherlands, UAE, and UK lead in sentiment

In July, Nice is bustling with 19 events, with the prestigious Tour de France anticipated to draw a staggering 2 million visitors over three days from the 19th to the 21st.

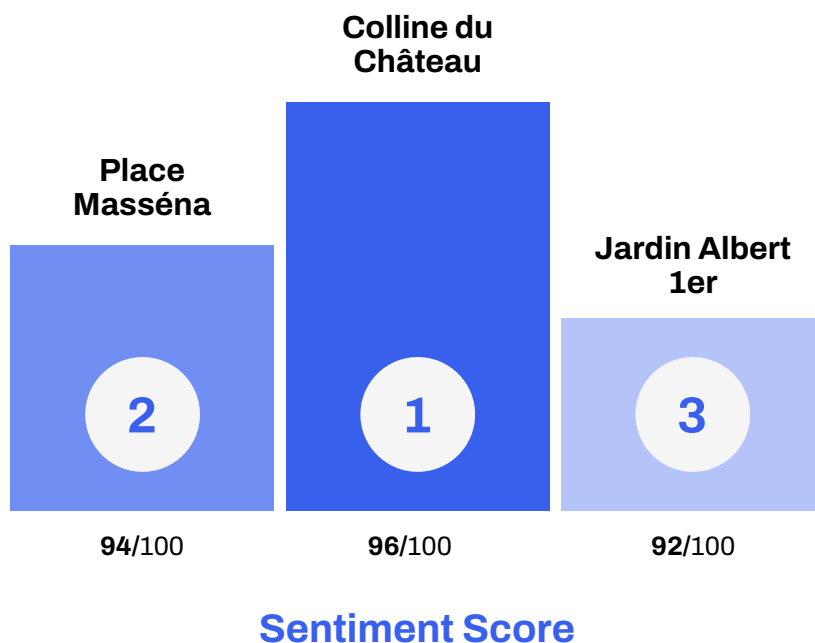
Similar to Florence, we asked ourselves, where will these visitors go and stay the night?

Analysing the provided data on tourist attractions, accommodations, and dining options in Nice over the last six months reveals interesting insights into visitor preferences and trends.



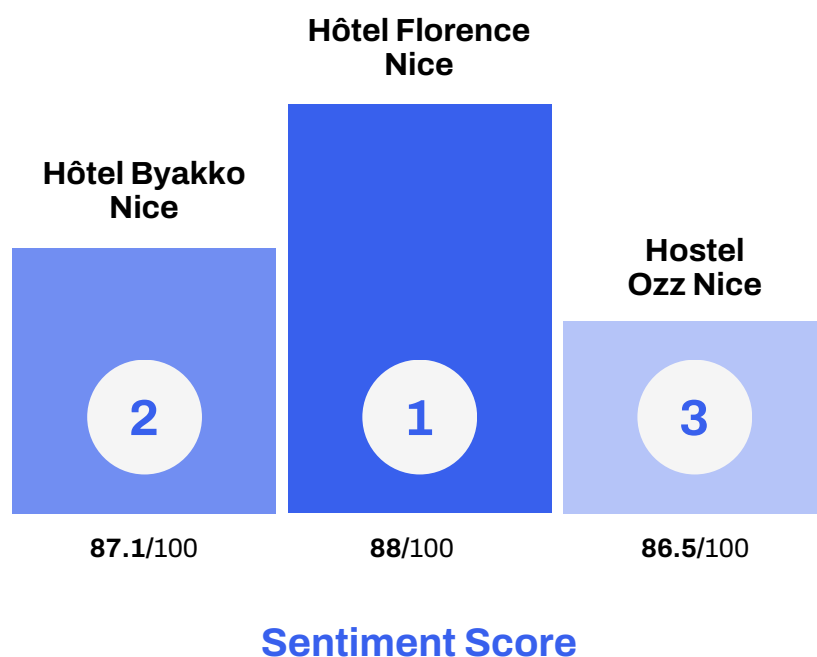
Top attractions over the last six months include:

- 1 Colline du Château:** This park stands out as the most appreciated attraction, boasting a high sentiment score of 96/100. This indicates overwhelmingly positive feedback from visitors, coupled with significant digital traces volume and popularity among Points of Interest (POIs).
- 2 Place Masséna:** Another prominent attraction in Nice, Place Masséna, has a sentiment score of 94/100, meaning it remains a top choice for visitors seeking cultural and architectural experiences.
- 3 Jardin Albert 1er:** This park holds a respectable sentiment score of 92/100, making it a notable destination for those seeking serene outdoor experiences in Nice.



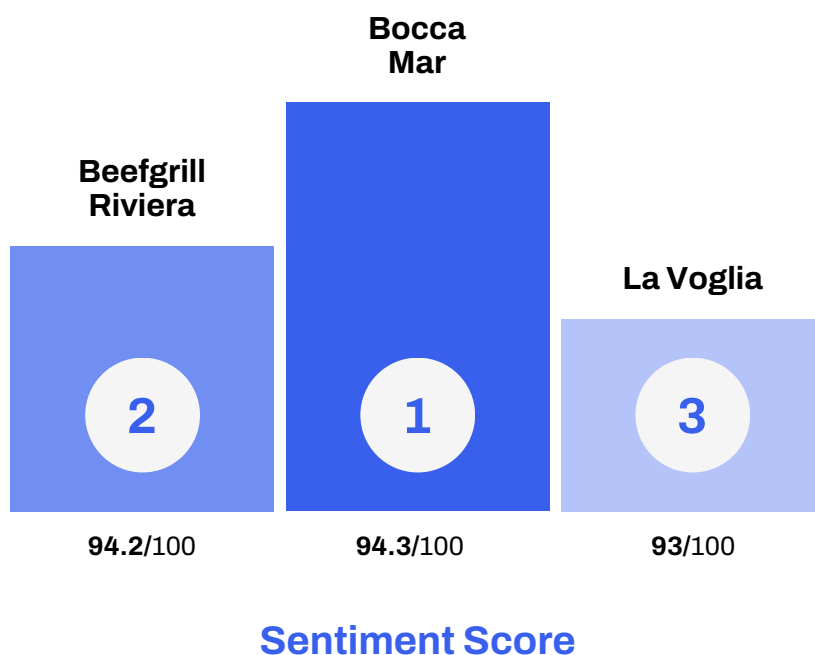
Among the hotels in Nice, three establishments have garnered significant attention and positive feedback over the last six months:

- 1 Hôtel Florence Nice:** Leading the list Hôtel Florence Nice stands out for its exceptional sentiment score of 88/100. This indicates a high level of guest satisfaction, coupled with substantial digital traces volume and POI popularity, making it a preferred choice for accommodation.
- 2 Hôtel Byakko Nice:** With a similar sentiment score of over 87/100 (87.11) and a slightly higher digital traces volume, Hôtel Byakko Nice is another favoured option among visitors to Nice. Its popularity among POIs suggests it offers a desirable location or exceptional amenities.
- 3 Hostel Ozz Nice:** Hostel Ozz Nice maintains a commendable sentiment score of almost 87/100 (86.56), indicating positive guest experiences and a significant presence in digital traces volume and POI popularity.



For dining, three restaurants have garnered notable attention and positive sentiment over these past six months:

- 1 Bocca Mar:** With a sentiment score of over 94/100 (94.33), Bocca Mar emerges as a preferred dining destination in Nice. Its high sentiment score reflects excellent customer experiences, supported by substantial digital traces volume and POI popularity.
- 2 Beefgrill Riviera:** This restaurant also enjoys favourable reviews, with a sentiment score of over 94/100 (94.25), suggesting it offers quality dining experiences, attracting both locals and tourists alike.
- 3 La Voglia:** With a sentiment score of 93/100, La Voglia rounds out the list of top dining options in Nice. Its positive sentiment and popularity among POIs indicate it is a noteworthy choice for visitors seeking diverse culinary experiences.



When it comes to the sentiment expressed by visitors of the nationalities of the teams participating in the Tour de France, we found that Nice maintains its international appeal.

Visitors from the Netherlands once again take the gold medal with an average sentiment score of 87 out of 100, followed closely by those from the Emirates, USA (86 out of 100), and the United Kingdom (85 out of 100).

06. A record attendance and \$901 million economic boost

During the Tour de France, we expect a staggering 12 million spectators, according to our partner [PredictHQ](#).

This iconic cycling event not only captivates millions but also generates substantial economic benefits, with a total predicted spend of \$901 million.

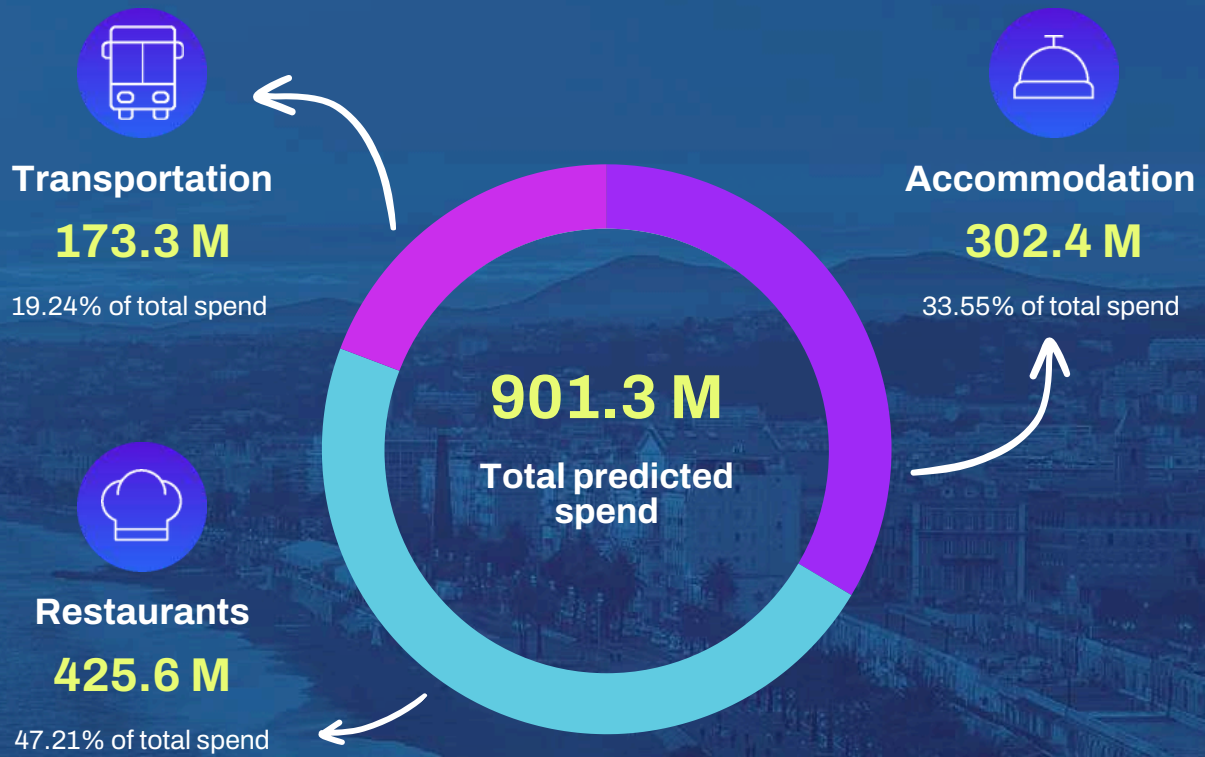
The Grand Depart alone is expected to draw around 730,000 attendees and generate \$54 million in economic activity, while the final two stages are set to attract 2 million spectators and total a \$198 million spend.

These figures highlight the Tour de France's immense popularity and its significant impact on local economies. The event's ability to draw such large crowds and drive substantial spending reflects its status as a premier sporting spectacle with wide-reaching effects.

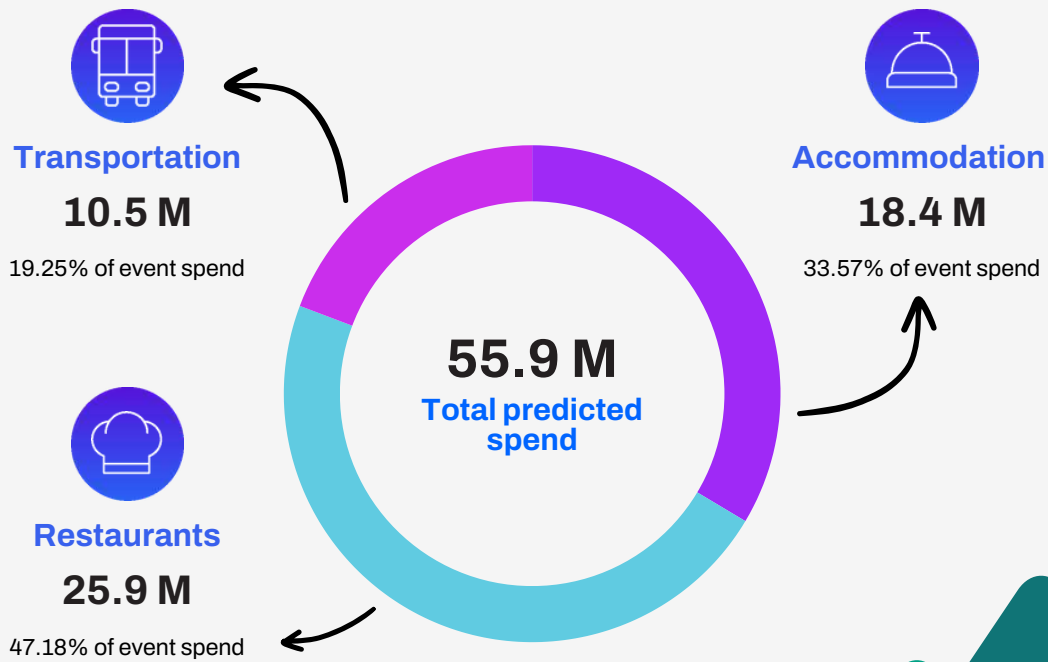
The following is a breakdown of the expected costs in accommodation, restaurants, and transportation for the entire event, the Grand Depart, and the final two stages.



Overall Tour de France

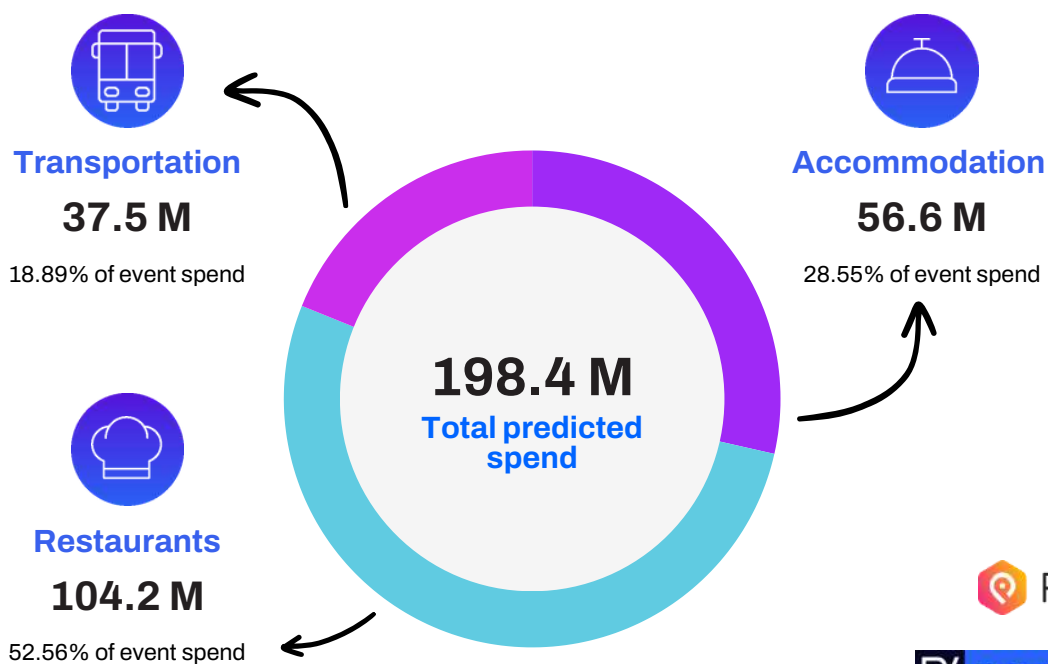


Grand Depart



Final two stages

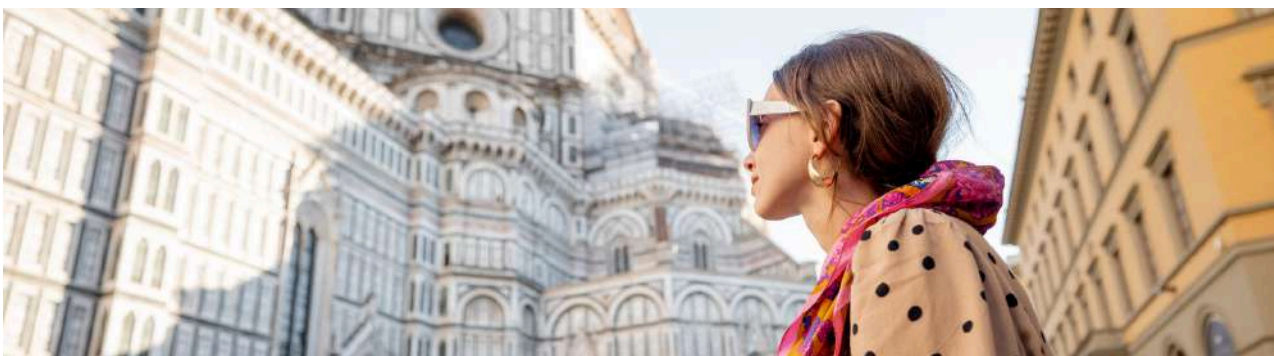
(Col de la Couillole. Monaco – Nice)



Transforming data into successful destination strategies

These insights and more are pivotal in optimising destination management strategies while staying ahead in the competitive tourism landscape.

- **Strategic resource allocation:** Event analysis empowers Destination Management Organisations (DMOs) to allocate resources accordingly, directing investments towards events that yield higher returns on investment. By understanding which events attract maximum footfall and revenue, DMOs can optimise financial and human resources effectively.
- **Anticipating emerging trends:** Continuous monitoring of visitor behaviour surrounding events facilitates rapid adaptation to emerging trends and preferences. By staying attuned to evolving visitor expectations, DMOs can tailor their strategies to align with shifting market dynamics, ensuring the destination remains appealing to diverse audiences.
- **Enhancing visitor experience:** Deep understanding of visitor preferences and satisfaction levels during events enables destination managers to enhance the overall tourist experience. By identifying and addressing pain points, DMOs can elevate visitor satisfaction levels, bolstering the destination's reputation and fostering positive word-of-mouth promotion.




Refining marketing campaigns: Insightful event data enables the creation of targeted marketing campaigns tailored to specific audience segments. By leveraging insights into visitor behaviours and preferences, DMOs can craft compelling marketing messages that resonate with key demographics, amplifying the destination's appeal and reach.


Measuring economic impact: Comprehensive data analysis allows DMOs to gauge the economic impact of events on the destination accurately. By quantifying revenue generation, employment opportunities, and overall economic growth attributable to events, DMOs can demonstrate the tangible benefits to stakeholders and secure continued support for future initiatives.

Effective crisis management: Real-time event data facilitates proactive identification of potential issues or emergencies, enabling swift and effective crisis management. By promptly addressing challenges as they arise, DMOs can mitigate negative repercussions, safeguarding both visitor safety and destination reputation.







Stakeholder collaboration: Sharing event insights with local stakeholders fosters collaborative decision-making and resource optimization. By engaging hoteliers, restaurateurs, and businesses in data-driven discussions, DMOs can cultivate a unified approach to destination management, maximising benefits for all stakeholders involved.



Long-term sustainability: Event insights are instrumental in charting sustainable development goals for the destination. By incorporating data-driven strategies into long-term planning efforts, DMOs can ensure the preservation of natural resources, cultural heritage, and community well-being, fostering sustainable growth and resilience.



Enhanced competitiveness: Informed decision-making based on event insights enhances the destination's competitiveness on a global scale. By adapting tourism offerings to align with international market demands, DMOs can position the destination as a top choice for travellers, sustaining its appeal and relevance in the competitive tourism landscape.



Balancing tourism growth with sustainability: Managing events effectively requires striking a delicate balance between tourism growth and environmental sustainability. By leveraging real-time data and historical analysis, DMOs can implement measures that mitigate the impact of mass tourism on local communities and ecosystems, ensuring a harmonious coexistence between visitors and residents.

The Data Appeal Company

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyses all feedback posted online, combining it with geographic and contextual data, offering the regions and enterprises the opportunity to optimise the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almaxwave Group since 2022.

In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specialising in Travel and Destination Intelligence solutions, to consolidate its international positioning.

The company 's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions.

[Explore our Destination Management solutions](#)